

**APPROVED**



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION  
CITY OF SCOTTSDALE  
FINANCIAL SERVICES CONFERENCE ROOM  
7447 E. INDIAN SCHOOL ROAD, SUITE 210  
SCOTTSDALE, ARIZONA 85251  
JULY 12, 2004  
MINUTES**

**PRESENT:** Scudder Gookin, Jr., Chairman  
Paul Piazza, Vice-Chairman  
Anselm Bischoff, Commissioner  
Marilyn Atkinson, Commissioner

**ABSENT:** Bambi Johnson, Commissioner  
Todd Iacono, Commissioner  
Steven Scholz, Commissioner

**STAFF:** John Little, Executive Director  
Michelle Korf, Deputy Director  
Sahler Hornbeck, Downtown Group

**OTHERS**

**PRESENT:** DeEtte Person, Olson Communications  
Stan Yamamoto, Park & Company  
Nanci Atwood  
Patty Sauro  
Judi Pinch  
Michelle Olson, Olson Communications  
Park Howell, Park & Company

**CALL TO ORDER**

Chairman Gookin called the regular meeting of the Enhanced Municipal Services District Commission to order at 8:05 a.m.

## **ROLL CALL**

A formal roll call confirmed members present as stated above.

## **ADOPT FRAMEWORK FOR MARKETING PLAN FOR FISCAL YEAR 2005**

Chair Gookin explained the Commission needs to discuss the objectives for the FY05 marketing plan and adopt a marketing framework for the plan so that Olson Communications may use that document to develop draft marketing plan for the commission's review at the July 21<sup>st</sup> meeting.

Chair Gookin asked the commissioners' and Michelle Olson and her marketing team to go around the table, introduce themselves, and provide background information to enable the Commission to get to know each other. Self-introductions were made.

Mr. Little stated the commissioners' have received a copy of a framework for the Enhanced Municipal Services District FY 05 Marketing Plan. He explained this document attempts to begin a discussion about marketing objectives. Today the commission needs to focus in on what they want to achieve with this plan that will help Olson direct funds to programs and strategies that will impact those objectives.

Ms. Olson stated with limited funds it is important to know the market they are trying to reach.

She passed out the Marketing Plan Framework document that her firm put together for the commission to use as a guide.

Chair Gookin stated that it is important for Olson Communications to get input from the Marketing Working Group, as well as the commission.

Mr. Little requested the group identify the marketing objectives. The Commission members have had a chance to review the text and identified the following marketing objectives:

- Media impressions
- Sales tax revenues (break down the numbers by districts)
- Bed tax receipts

The group discussed that not all of the districts have retail so they don't pay sales tax. Ms. Korf suggested using property valuation for those businesses that don't rely on sales revenues. Commissioner Atkinson suggested using occupancy rate as an indicator because property values have not gone down in the downtown for quite sometime.

Chair Gookin suggested they look at how to measure increased attendance at events. Mr. Little commented the commission can collect data on anything they want to spend money on. Commissioner Atkinson reported that the easiest way to track increased attendance would be through the sales tax figures. Ms. Olson commented one of the ways to measure attractiveness levels for an event is by the media coverage.

Ms. Person stated with regard to events, the Police Department does a good job at making estimates regarding how many people attend. She further stated they could conduct random surveys at these events. Commissioner Atkinson suggested asking the ambassadors to conduct the survey.

Mr. Little asked the group to review the target market:

Current Primary Target Audience – Valley Residents

- Adults, age 25-54
- \$50,000 or more annual income
- Resides within a 20-mile radius of Scottsdale

Commissioner Piazza stated with regard to the bullet point “reside within a 20-mile radius of Scottsdale”, it should be expanded because there are a lot of people from Glendale, Sun City, and Peoria who are coming to the downtown. And the reason is because there is no art and culture at those locations and they are tired of going to chain restaurants.

Chair Gookin stated the current target audience does not include people within in the age range of 55 and over. It was discussed that that age range spends the most money. Ms. Olson explained that if they set the limit at 55 and over as a target audience those publications do not capture all of the lifestyles they want to target. Mr. Yamamoto stated they need help from this group to identify the most cost efficient way to attract the largest pool of people. A discussion ensued regarding the fact that local people spend as much as the tourists if not more.

Mr. Park recommended putting together an on-line survey customer retail form to the business owners that asks what their primary business is, whether it is retail or service and who their customer is so that Olson can compile information to help them identify who their market is. It was suggested to do another survey in six months to see if there are any changes.

Mr. Little requested the group review the tactical elements and determine the events they want to support in the coming year. Commissioner Atkinson passed out a report that the Marketing Group is working on that outlines the events and ads.

The Commission members have had a chance to review the list and identified the events they want to support in the coming year:

Parada Del Sol

Fiesta Bowl  
Nascar – November and April  
Spring Training – Giants, Cubs and A's  
FBR Open  
Barrett Jackson – ad in program and booth with CVB  
Arabian Horse Show  
Rock and Roll Marathon

The Commission was undecided about the Seniors Men's Baseball and the Tennis Classic. The group noted they need to identify the WestWorld events.

Mr. Little requested they review potential Marketing Strategies. Commissioner Piazza remarked that he felt the Programs for the Arts is very beneficial. The Commission was unsure about the Guest Informant or Where. It was noted that the City would pay for the Downtown Newsletter.

The group discussed the importance of the downtown map. There is a lot of maps and a lot of duplication and they should review all of the maps that exist and have the working group decide what it is they want to do and how many maps they need.

Mr. Little stated with regard to the website they need to come up with their own name and linkage to the CVB.

Commissioner Piazza stated that he felt they should look at advertising in the Airline magazine in particular America West.

Commissioner Atkinson stated that Commissioner Johnson negotiated a good deal with Quick Guide. Mr. Little explained that all media buys must go through Olson Communications. If any of the commissioners' or anyone else negotiates a good price they must contact Mr. Hornbeck and he will contact Olson to advise them of the negotiated price and they will request the same deal. Commissioner Atkinson clarified that this was done prior to Olson being brought in. Ms. Atwood reported that there has always been some confusion regarding the situation with the marketing firm and the fees associated. Mr. Little reiterated that all media buys must go through the marketing firm and pay the fees associated with their services. Mr. Park assured the group that they would negotiate the best deals possible. Commissioner Atkinson stated that she felt they need to figure out affective communication.

**A MOTION WAS MADE BY COMMISSIONER PIAZZA TO GIVE  
AUTHORITY TO THE CONSULTANT TO PREPARE A DRAFT MARKETING  
PLAN FOR THE COMMISSION'S REVIEW AT ITS NEXT MEETING ON  
WEDNESDAY, JULY 21, 2004. SECOND BY COMMISSIONER ATKINSON  
AND PASSED UNANIMOUSLY.**

**ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Enhanced Municipal Services District Commission was adjourned at 10:10 a.m.

Respectfully Submitted

"For the Record" Court Reporters